

BMKT / BINT 3361 – International Marketing



I. Logistics

Semester:	Summer II, July 2-31, 2020
Class Time:	TBA
Location:	ESC Room TBA
Instructor:	Lawrence Burgee, Ph.D.
Office Hours:	Mon/Tue/Thu – First hour after class
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II. Course Description

International Marketing is designed as an upper-level course to acquaint students with the magnitude of the global marketplace. The focus is on the strategic concepts of global marketing and the influence of environmental forces on marketing activities and global market potential. The course will also explore the impact of the digital revolution on global marketing. Prerequisites: BINT 3331 and BMKT 3331

III. Course Objectives

This course is focused on the development of practical marketing skills applicable to conducting international business. Students will be introduced to tools that will prepare them to apply marketing principles to the global marketplace. Students should also develop an appreciation of different cultures and their influence on successful international business practices. Students should understand the interconnectivity of U.S. economy and the global economy.

IV. Class Schedule and Sequence of Instruction

Lecture	Date	Content
1	Mon Jul 6	Introductions; Syllabus; CH 1 The Scope and Challenge of Int'l Marketing
2	Tue Jul 7	Journal Guidelines; CH 4 Cultural Dynamics in Assessing Global Markets
3	Thu Jul 9	Project Guidelines; CH 5 Culture, Management Style, & Business Systems
4	Mon Jul 13	CH 6 The Political Environment: A Critical Concern
5	Tue Jul 14	CH 8 Developing a Global Vision through Marketing Research
6	Thu Jul 16	Exam 1 (75 min); CH 12 Global Marketing Management
7	Mon Jul 20	CH 13 Products and Services for Consumers; CH 15 Int'l Marketing Channels
8	Tue Jul 21	CH 16 Integrated Marketing Communications & International Advertising
9	Thu Jul 23	Journal DUE & Discussions ; CH 17 Personal Selling & Sales Management
10	Mon Jul 27	Project DUE & Presentations ; CH 18 Pricing for International Markets
11	Tue Jul 28	Project DUE & Presentations ; CH 19 Negotiations with Int'l Customers
12	Thu Jul 30	Exam 2 (75 min); Course wrap-up

**NOTE: Although not anticipated, the professor reserves the right to modify the schedule.*

V. Required Textbooks and Materials

Cateora, Philip (2016) *International Marketing, Seventeenth Edition*, McGraw-Hill Education, Print ISBN: 9780077842161 or eText ISBN: 9781259303074. **Note: You must have the textbook. The course software is optional.** You may rent or own the book. It can be rented or purchased online for about 20-50 EUR/USD. It is recommended that you have regular access to a computer or a tablet with Internet access. You may bring a laptop or tablet to class but may only use it when the professor gives permission to do so.

VI. Grading & Evaluation

Exams

There will be two examinations as part of the course requirements. See the Course Outline and Agenda for actual dates. Unexcused absence from an examination will result in a zero (0) grade for that exam. **Make-up exams will be given only if the student's absence has been excused by the instructor in advance.** In cases of illness, a written excuse from the physician will be required.

Marketing and Cultural Observations Journal

Beginning on the Journal Guidelines date shown on the Class Schedule, you will make periodic entries into your Marketing and Cultural Observations Journal. Look for instances of cultural differences that an international business person should be aware of if asked to travel abroad on behalf of their organization. Additionally, for each Excursion (until the due date), keep detailed notes with a focus on discussions related to international marketing topics covered in the textbook (focus on the 5 P's!). You should include your thoughts and analyses of the situations encountered. Submit your Journal in Microsoft Word or Google Docs format (11 or 12 point Times New Roman or Arial font) complete with photos and pictures of items collected during the Program. The Journal is DUE on the date shown on the Class Schedule and must be submitted by e-mail as a PDF. You need to "wow" the Professor in order to earn an "A" on the Journal!

Class Participation, Assignments, & Professionalism

Class participation is primarily based on your completion of in-class exercises, group activities, and homework assignments. There will be approximately 6-10 of these activities worth 3-10 points each. Most of the participation activities will be graded on a pass/fail basis. Additionally, there will be multiple class participation points attributed to each class. It is your responsibility to read each chapter and be prepared to discuss it on the appropriate date (see Course Outline and Agenda). *If the professor feels that students are not reading chapters and preparing for each class, pop quizzes may take the place of some components of class participation!*

Professionalism is the expectation of professional, polite, and courteous conduct with all aspects of the course. This includes respectful interactions with your classmates and professor. **Students are expected to arrive on-time and attend all classes. It is NOT possible to make up class work missed due to absence.** The only exceptions to this rule will be for documented (doctor's note, etc.) cases of illness or injury. Repeated lateness (more than twice in the semester) will result in lost professionalism (class participation) points. **Lateness** is defined as entering the room more than five minutes after the scheduled start of class. **Eating is prohibited** in the classroom as it is highly disruptive and may cause allergic reactions to neighboring students (and may make the professor hungry!). You may have drinks with lids. **Please quiet your cellphones, and "texting" and use of**

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headphones are strictly prohibited as the professor may think you are cheating in some way. Students may not use their phones, laptop computers, tablets, or other computing devices in class unless permission is granted by the professor.

Country Notebook Project

This group project will consist of teams selected by the students (team size determined by professor). Each team will produce a Country Notebook as described in the textbook on pages 613-621. Your team will select a country and a good or service, and then develop the marketing plan for introducing that good or service to that country. The Country Notebook includes four parts: Cultural Analysis, Economic Analysis, Market Audit and Competitive Market Analysis, and Preliminary Marketing Plan. The project consists of a written paper and oral presentation and all teammates are expected to participate equally. Guidelines and the Scoring Rubric for the project will be posted on Canvas and discussed in class. Late projects will not be accepted.

Grading:

The breakdown of points to determine your grade is as follows:

Exam 1	20%	200 points
Exam 2	20%	200 points
Marketing and Cultural Observations Journal	12%	120 points
Class Participation, Assignments, & Professionalism	8%	80 points
Country Notebook Project	40%	400 points
Total	100%	1000 points

Grades will be issued on the basis of the following final point totals:

Grade	Descriptive Grade	Numeric Grade (1000 Point Scale)	Grade Points
A	Excellent Scholarship	930 - 1000 points	4.00 QPA
A-	Excellent Scholarship	900 - 929 points	3.70
B+	Good Scholarship	870 - 899 points	3.30
B	Good Scholarship	830 - 869 points	3.00
B-	Good Scholarship	800 - 829 points	2.70
C+	Satisfactory Scholarship	770 - 799 points	2.30
C	Satisfactory Scholarship	700 - 769 points	2.00
D+	Poor Scholarship	670 - 699 points	1.30
D	Poor Scholarship	630 - 669 points	1.00
D-	Poor Scholarship	600 - 629 points	0.70
F	Failure	599 points and below	0.00

Grading Notes:

1. Graded exams, assignments, exercises, and projects may be retained by the instructor for future reference.
2. You are responsible for all material covered and any announcement made in any class session, whether you are present or not.
3. It is possible that certain components of Class Participation will be substituted as opportunities present themselves, such as a guest speaker or organizational visit.

VII. Other Regulations and Policies

Attendance and Participation

Attendance and active classroom participation are required of each student. Tests will cover for all course material provided through lectures and presentations, readings, discussions, cases, and videos during class.

Absences and/or a lack of participation in discussions will impact negatively on the final grade. Each student is responsible for all material covered and/or assigned and any announcements made in any class session, whether student is present or not. Group activities require all students to participate and contribute to group discussions and projects.

Students are expected to come to class on time and to have read assigned material before class. There may be an occasional pop quiz to verify whether students have read the assignments before class.

All work must be turned in on time. Late work may be accepted but points will be taken off if work is not turned in to instructor when it is due. At all times, in class and group discussions, students are expected to respect contributions, questions, and opinions of other people. Demeaning others in any way is not acceptable.

Scholastic Dishonesty

You are expected to do your own academic work and cite sources as necessary. Failing to do so is scholastic dishonesty. Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering, forging, or misusing a university academic record; or fabricating or falsifying data, research procedures, or data analysis. If it is determined that a student has cheated, he or she may be given an "NP" for the course, and may face additional sanctions from the Study Center.

UIW Academic Integrity Policy

Examples of scholastic dishonesty include, but are not limited to, plagiarism, cheating on assignments or tests, taking, unauthorized reuse of work, etc. If it is determined that a student has engaged in scholastic dishonesty, the faculty shall adhere to the [Academic Integrity Policy stated in the UIW Catalog](#).

XI. Course Add/Drop Procedure

Students are responsible for communicating and updating any potential changes, including dropping a course, to the UIW Heidelberg Academic Director **and** their Academic advisor at UIW before implementing any changes. Dropping or changing a course may delay a student's intended graduation date due to classes not adhering to their degree plan. The Study Abroad Advisor, UIW European Liaison and/or any other administrative personnel are **not** responsible for the student's academic planning.